*91072 Evidence Report*

*Name:*

Digital Media Comcepts

*Demonstrate understanding of basic concepts of digital media* involves:

dentifying the digital media types in a digital media outcome

(Digital media types may include but are not limited to – audio, video, graphics,

animation or still images.)

For each of the following types of software

* Explain what it does and give a typical use
* Name examples of simple and high-end software products
* List the features of this kind of software
* Describe the features
* Give a labelled screenshot of a typical user interface for this kind of software
* Describe how this kind of software might be used to produce a particular outcome

Example 1: How might audio software be used to produce a podcast? Multiple tracks recorded, edited ( splitting, timeshifting) , effects added, musical intros outros, published in suitable file format eg mp3, ogg, wav

Example 2: How might video editing software be used to make a home movie about a birthday party? adding clips on a timeline, splitting clips, adding transitions, adding titles, adding and adjusting audio.

Audio

Answer here

Video

Answer here

Animation

Answer here

Graphics

Answer here

M explaining how software resources and techniques used affected the technical

quality of a digital media outcome

E discussing why software resources and techniques were used to create a digital

media outcome and how they affected its technical quality

Design Elements

describing design elements in a digital media outcome

Design elements may include but are not limited to – colour, line, shape, texture,

clarity, scale, contrast, space, and proximity.

Pick at least four of these and explain how they relate to digital media, screenshots may help in your explanation.

Digital Media Communication Purpose

describing the communication purpose of a digital media outcome

All digital media outcomes must have a communication purpose. The communication

purpose may include but is not limited to – advertising, education, entertainment,

warning, instruction.

Examples

Advertising

Education

Entertainment

Instruction

Lists some common purposes of digital media and show examples of them using screen shots

M describing how distinguishing characteristics of a digital media outcome support

its communication purpose

describe how this happens in each of the examples above

E discussing why the distinguishing characteristics of a digital media outcome

supports its communication purpose

describe why this happens in each of the examples above

eg

This is an example of an animated banner ad. The slogan in the middle zooms in and changes three times, and the picture of the two people also zooms in so it looks like they are standing on a rising platform. The animated graphic works well as an advertisement because three slogans can be added instead of one, giving more information in the same space. The movement of the text also attracts attention. The animation of the people also helps to add to the advertisement message that education will “raise you up”.

Ethical Considerations

describing the ethical considerations related to a digital media outcome. Ethical considerations may include but are not limited to – privacy, licensing, intellectual property, copyright and social implications related to digital media.

M describing the importance of the ethical considerations applied in the creation of a

digital media outcome

E explaining why ethical considerations were important in the creation of a digital

media outcomes

Plan Outline

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | week 1 | | | | week 2 | | | | week3 | | | |
| **Basic Concepts** |  |  |  |  |  |  |  |  |  |  |  |  |
| Graphics |  |  |  |  |  |  |  |  |  |  |  |  |
| Audio |  |  |  |  |  |  |  |  |  |  |  |  |
| Animation |  |  |  |  |  |  |  |  |  |  |  |  |
| Video |  |  |  |  |  |  |  |  |  |  |  |  |
| **Design Elements** |  |  |  |  |  |  |  |  |  |  |  |  |
| Element 1 |  |  |  |  |  |  |  |  |  |  |  |  |
| Element 2 |  |  |  |  |  |  |  |  |  |  |  |  |
| Element 3 |  |  |  |  |  |  |  |  |  |  |  |  |
| Element 4 |  |  |  |  |  |  |  |  |  |  |  |  |
| **Ethical Issues** |  |  |  |  |  |  |  |  |  |  |  |  |
| Privacy |  |  |  |  |  |  |  |  |  |  |  |  |
| Licensing |  |  |  |  |  |  |  |  |  |  |  |  |
| Intellectual Property |  |  |  |  |  |  |  |  |  |  |  |  |
| Copyright |  |  |  |  |  |  |  |  |  |  |  |  |
| Social Implications |  |  |  |  |  |  |  |  |  |  |  |  |
| **Merit and Excellence** | own time | | | | |  |  |  |  |  |  |  |